

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/OCT. 8, 1962

1962

january

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 5, 1962</u>			
Thursday Oct. 4 8:30 A.M. Breakfast	SPECIAL PRINTS FOR CALIFORNIA MARKET "Hats Off To California"--preview of specially designed prints on fabrics woven with Fortrel Polyester, created exclusively for the California fashion market. Fashions include sportswear, bathing suits, junior and misses dresses. Show at 9:00 A.M. By invitation. Publicity: Doris Farrant, TN. 7-2000.	CELANESE FIBERS CO.	HOTEL PLAZA GRAND BALLROOM
Thursday Oct. 4 12:00 Noon Luncheon	SPRING 1963- FABRIC MEETING "The Last Word Is Fabric"--Spring 1963 fabrics. Speaker: Constance Woodworth, Women's Editor, N.Y. Journal American. Co-chmn.: Conoldine Burnett, Frederick Atkins; Eve Orton, Harper's Bazaar. Prices: \$8.00, members; \$10.00, guests(color card included). Exhibit--10:00 A.M. to 3:00 P.M.; admission \$1.00 for those not holding luncheon tickets. Contact: CI.7-3940.	THE FASHION GRUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 4 12:30 P.M. Luncheon	LUNCHEON SHOWING OF COCKTAIL FASHIONS Saks Fifth Avenue will present cocktail and evening fashions during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 4 4:00 P.M. Cocktails	PREVIEW: RESORT- CRUISE COLLECTION Zacari Ltd. will present their Resort-Cruise collection of sportswear, separates, and pants, designed by Greta Plattrry. For press and buyers, by invitation. Thereafter, continuous at showroom, 1410 Broadway, 18th floor. Contact: Kurt Weimer, WI. 7-1322.	GRETA PLATTRY FOR ZACARI LTD.	HOTEL PLAZA
Thursday Oct. 4	SHOWING: EARLY SPRING WOOL JUNIOR FASHIONS Early Spring junior wool fashions at informal showings. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Thursday Oct. 4	SHOWING: RESORT- HOLIDAY COLLECTION Continuous showings of Resort-Holiday collection, designed by Sabina. Contact: Bert Cassidy, LO. 3-0870.	AYWON DRESS COMPANY	525 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Oct. 5	FALL-WINTER FABIANI FURS, EXCLUSIVE WITH OHRBACH'S, N.Y. (Release-No Show).		
Friday Oct. 5 11:00 A.M.	PRESS SHOWING: HOLIDAY, RESORT AND SPRING Press preview of Wragge's Holiday, Resort, and Spring collection. By invitation. Thereafter Oct. 9, 10, 15, 22 at 11:00 A.M. <u>All showings by invitation.</u> Contact: Margo Krasne, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, OCTOBER 7, 1962</u>			
Sunday Oct. 7 1:15 P.M. Brunch	FALL FASHIONS DURING BRUNCH Fall daytime and cocktail fashions by Rudolf, available at Bonwit Teller. Reservations--\$4.00; contact: Mr. Gabriel, CI. 6-7700. Publicity: Peggy Cantor Assoc., 30 East 37th Street, MU. 9-8542.	RUDOLF GOWNS (530 SEVENTH AVE.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Oct. 8	YOM KIPPUR (Monday)--Jewish Day of Atonement.		
Tuesday Oct. 9 10:00 A.M.	OPENING OF RESORT COLLECTION Showings at 10:00 A.M., Oct. 9, 10, 11. Thereafter through Oct. 31, by appointment. Contact: NANuet 3-2523 (collect), or MU. 5-7674.	CLARE POTTER (WEST NYACK, N.Y.)	SHERATON-RUSSELL HOTEL PARK AVE. & 37TH ST.
Tuesday Oct. 9 11:30 A.M.	MAURICE RENTNER'S FALL FASHIONS Personal appearance of Bill Blass, showing his Fall fashions designed for Maurice Rentner. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	6TH FLOOR
Tuesday Oct. 9 12:00 Noon Luncheon	FASHIONS BY SOPHIE AT BENEFIT LUNCHEON Fashion luncheon for benefit of Children's Cancer Fund of America and Children's Blood Foundation. Price: \$12.50 per person. M.C.: Rudy Vallee. Chmn.: Mrs. Herbert T. Mundin. Contact: LE. 5-4340.	SAKS FIFTH AVENUE	HOTEL PLAZA BALLROOM
Cancelled Oct. 9	ROBERT SLOAN'S PREVIEW OF HOLIDAY-RESORT COLLECTION, SCHEDULED AT 4:00 P.M. HAS BEEN CANCELLED. (OPENING WED., OCT. 10--see Pg. 3)		
Tuesday Oct. 9 6:30 P.M.- 9:00 P.M.	FOURTH SESSION OF FASHION CAREER COURSE Subject: "Cosmetics and Millinery--Have You Got It From The Neck Up." Speakers: Sally Victor, Sally Victor, Inc.; Elinor McVickar, Harper's Bazaar; Francois, Revlon, Inc. Individual session: \$2.75 each. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER (345 E. 47TH ST.)
Beginning Tuesday Oct. 9	OPENING: CRUISE- SPRING COLLECTION Phelps' collection for Cruise-Spring of separates, dresses, coats, and leather accessories; also Christmas collection. By appointment. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon, Skyland, N.C., Asheville 2-1462; after Oct. 8, MU. 5-7674.	PHELPS	SHERATON-RUSSELL HOTEL PARK AVE. & 37TH ST.
Beginning Tuesday Oct. 9	OPENING OF SPRING COLLECTION Complete Spring collection of junior and petite dresses, sportswear, coordinates, knits, suits; also premiere showing of "country looks"--sportswear junior and petite dresses. Showings also in Merchandise Mart--Dallas, Chicago, Atlanta; 112 W. 9th St., L.A.; and 3830 Kelly Ave., Cleveland. Publicity: Claire Affens, PE. 6-2392.	BOBBIE BROOKS, INC.	1407 BROADWAY ROOM 3902
Beginning Tuesday Oct. 9	NEW ARNOLD PALMER GOLF FASHIONS Continuous daily showings of coordinated Arnold Palmer golf separates, a new division of Loomtogs. Contact: Marilyn Mazza, IA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Oct. 9	OPENING: RESORT- SPRING COLLECTION Continuous daily showings of Loomtogs' separates, dresses, and playclothes, designed by Leo Narducci. Contact: Betty Estes, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Wednesday Oct. 10 12:30 P.M. Luncheon	"FASHION SHOW OF THE MONTH" AT LUNCHEON Pattullo-Jo Copeland's Fall collection, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Director and Commentator: Mary Alice Rice, PL. 2-5726.	PATTULLO-JO COPELAND (498 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Wednesday Oct. 10 4:00 P.M.- 6:00 P.M.	PRIVATE EXHIBITION: FASHION IDEAS Exhibition of John Weitz fashion ideas for men and children in new fibers and fabrics by General Tire Co. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	GENERAL TIRE AND RUBBER CO. (BOLTA PROD.)	FINDLAY GALLERIES 11 EAST 57TH STREET
Wednesday Oct. 10 4:30 P.M. Cocktails	PREVIEW OF RESORT COLLECTION Preview of Wilroy's Resort collection, designed by Pembroke Squires. By invitation. Commentator: Phyllis Youngheart. Contact: LA. 4-6516.	WILROY, INC.	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Oct. 10 5:00 P.M.- 7:00 P.M.	SHOWING OF SPRING- SUMMER SPORTSWEAR Fashions "Across The Board." Show at 5:30 P.M. Publicity: Rosemary Sheehan, MU. 5-1280.	L'AIGLON SPORTS (1407 BROADWAY)	21 CLUB 21 WEST 52ND STREET By invitation.
Beginning Wednesday Oct. 10	OPENING: HOLIDAY- RESORT COLLECTION Continuous daily showings of Robert Sloan's Holiday-Resort collection of sportswear, dresses, and playclothes for 1963, designed by Sylvia de Gay. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Oct. 11 11:30 A.M.	PRESS PREVIEW OF IMPORTED FURNITURE Press preview of importations of antique furniture, porcelains, crystals, and decorative accessories from Europe. By invitation. (For Release, Fri., Oct. 12.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday Oct. 11 12:00 Noon Luncheon	PREVIEW: RESORT- CRUISE KNITWEAR Rudi Gernreich will preview his Resort and Cruise knits in swimwear and dresses. By invitation. Thereafter by appointment. Contact: BR. 9-5664.	RUDI GERNREICH FOR HARMON KNITWEAR	1407 BROADWAY - RM. 600 CHARLES ROSE OFFICES
Thursday Oct. 11 12:30 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM FASHIONS Custom fashions for Fall and Winter. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Fashion Director and Commentator: Mary Alice Rice, PL. 2-5726.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 11 4:00 P.M. Champagne	PREVIEW: CALIFORNIA SPRING KNITS 1963 Preview of Spring knit collection of separates, coordinates, and dresses. For press and buyers, by invitation. Contact: Lynn Smithers or Gerry Ahearn, LO. 5-2442. Publicity: Joy Frizze Hicks, 611 Mission Street, San Francisco, EXbrook 2-8723.	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - ROOM 408

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 11	ALTMAN'S RELEASE DATE--Special collection of China and Glass. (No Show)		
Beginning Thursday	OPENING OF RESORT COUTURE FASHIONS	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Oct. 11	Resort couture fashions, designed by Angela. By appointment. Contact: Mr. Landi, JU. 2-1747.		
Oct. 12	COLUMBUS DAY--(Banks and Post Office Closed.)		
Friday	BUFFET RECEPTION	I. MILLER	734 FIFTH AVENUE
Oct. 12	HONORING VICTOR LUNDY		57TH ST. & 5TH AVENUE
6:00 P.M.-	I. Miller and the editors of the "Architectural Forum" will invite home		
8:00 P.M.	furnishing editors, architects, and interior decorators to meet Mr. Victor		
Cocktails	Lundy, designer of the I. Miller Salon. By invitation. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.		
Sunday	CUSTOM-ORDER FASHIONS	ROBERTA COUTURE	HAMPSHIRE HOUSE
Oct. 14	DURING BRUNCH	(978 LEXINGTON AVE.)	FOUNTAIN ROOM
1:15 P.M.	Fall daytime, cocktail, and evening custom-order fashions by Roberta		
Brunch	Couture. Reservations--\$4.00; contact: Mr. Gabriel, CI. 6-7700. Publicity: Peggy Cantor Assoc., 30 East 37th Street, MU. 9-8542.		
Monday	OPENING NIGHT OF	METROPOLITAN OPERA	MET. OPERA HOUSE
Oct. 15	OPERA SEASON		B'WAY & 39TH STREET
8:00 P.M.	The seventy-eighth season with Giordano's "Andrea Chenier," a revival after two years, with Franco Corelli, Eileen Farrell, and Robert Merrill in leading roles. Publicity: Francis Robinson, PE. 6-1200.		
Beginning Monday	SPRING COLLECTION OF JUNIOR DRESSES	GAY GIBSON, INC.	1407 BROADWAY SHOWROOM - 39TH FLOOR
Oct. 15	Continuous showings of Spring junior collection. Contact: LO. 5-4212.		
Beginning Monday	OPENING: SPRING SPORTSWEAR COLLECTION	MISTER PANTS	550 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Oct. 15	Continuous showings of Mister Pants, Pantsville, Pa.; Young Mister Pants, designed by Lynn Stuart. Publicity: Joan Miller, OX. 5-7320.		
Beginning Monday	EARLY SPRING RAIN-WEAR AND OUTERWEAR	MARCH & MENDL, INC.	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Oct. 15	March & Mendl's early Spring collection of rainwear and outerwear at continuous daily showings. Publicity: Marion Cook, IA. 4-7942.		
Monday	SPRING ITALIAN	JERNAT OF ITALY(DIV.	1407 BROADWAY
Oct. 15	KNITWEAR FASHIONS	OF HECHT & BIERN, INC.)	SHOWROOM - 9TH FLOOR
	Continuous daily showings of Spring knitwear in two- and three-piece ensembles, coats, and dresses, designed by Renee Karel, and hand-fashioned by Jernat's mill in Italy. Also showing in Dallas, Texas, (Merchandise Mart-Rm. 871) Oct. 20-26. Contact: Ben Rodney, WI. 7-9724.		
Monday	FORTIETH	WESTCHESTER	71ST INFANTRY ARMORY
Oct. 15-	ANTIQUES FAIR	ENTERPRISES	PARK AVENUE & 34TH ST.
Oct. 20	Semi-annual Antiques Fair, with 135 exhibitors from 11 states and England, displaying American, European, and Oriental furnishings and fashions. Hours: 1:00-11:00 P.M.; Sat., 1:00-6:00 P.M. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.		

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Tuesday Oct. 16 9:30 A.M. Breakfast	PRESS PREVIEW: HOME FURNISHINGS Altman's will preview new home furnishings. By invitation. (<u>For Release, Wed., Oct. 17.</u>)	B. ALTMAN & CO.	7TH FLOOR
Tuesday Oct. 16 10:00 A.M. Coffee	PRESS PREVIEW OF MATERNITY FASHIONS Lane Bryant's press preview of maternity fashions. By invitation. (<u>For Release, Wed., Oct. 17.</u>)	LANE BRYANT	10TH FLOOR
Tuesday Oct. 16 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview for the press of Spring and Summer sportswear. By invitation only. Contact: Joan Van Hoyer, WI. 7-1381.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Tuesday Oct. 16 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON "Flight To Fall Fashions By Air France"--Fall fashions by Donald Brooks. Shoes--Fiorentina. Gloves--Kislav. Gift--Monet. Door Prize--Georg Jensen. Cabochard perfume by Gres, presented to each guest. Press by invitation. Public by reservation--\$4.75; contact:"Headwaiter," EL.5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	DONALD BROOKS FOR TOWNLEY	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Oct. 16 2:30 P.M.	OPENING: RESORT- TRAVEL COLLECTION Sam Friedlander's Resort-Travel collection, designed by Bob Bugrand. By invitation. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Oct. 16 5:00 P.M.- 7:00 P.M. Cocktails	PREMIERE OF NEW ART GALLERY Gallery 63 will premiere the first exhibition of leading Italian artists, including Fausto Pirandello, Giorgio de Chirico, Carlo Levi, Mino Maccari, Emilio Vedova, Bruno Cassineri, Giuseppe Santomaso, Marcello Mussini. By invitation. Publicity: Peggy Cantor at Constance Hope Associates, 225 West 57th Street, PL. 7-0515.	GALLERY 63, INC.	721 MADISON AVENUE (63RD STREET)
Wednesday Oct. 17 10:30 A.M.	PREVIEW: RESORT-SPRING IMPORT FASHIONS Preview of Fontana's Resort-Spring import fashions. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU.5-1280.	FONTANA OF ROME	HOTEL PLAZA CRYSTAL ROOM
Postponed Oct. 17	HELENA RUBINSTEIN RECEPTION, ORIGINALLY SCHEDULED FOR OCT. 17 AT 5:00 P.M. HAS BEEN POSTPONED TO OCT. 24. (See Pg. 7)		
Thursday Oct. 18 9:30 A.M. Coffee	PRESS PREVIEW: YOUNG IMPORTS Ohrbach's preview of boys' and girls' Young Imports for Winter and Holiday. By invitation. (<u>For Release, Fri., Oct. 19.</u>)	OHRBACH'S	6TH FLOOR
Thursday Oct. 18 12:30 P.M. Luncheon	PRESS RECEPTION FOR GLOVE DESIGNER Preview of imported gloves, designed by Roger Fare of Paris, who will be at luncheon to meet the press. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 18 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS Fashions by ten leading fur designers. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rosemary Sheehan, MU. 5-1280. Fashion Show Producer: Mary Alice Rice, PL. 2-5726.	EMPRESS CHINCHILLA	HOTEL PLAZA TERRACE ROOM
Friday Oct. 19 12:00 Noon	PREVIEW OF SPRING COLLECTION Gross-Sydney's Spring collection of Pettit-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. By invitation. Continuous thereafter. Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday Oct. 23 12:30 P.M. Luncheon	PREVIEW: NEW LOOK IN HAIRSTYLING Saks Fifth Avenue will present George Masters and his new look in hair-styling. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	PLACE TO BE ANNOUNCED
Tuesday Oct. 23 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Ready-to-wear and custom originals during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	ELIZABETH LAWRENCE, INC. (17 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
Tuesday Oct. 23 1:00 P.M.	OPENING OF SPRING COLLECTION Showing of Hannah Troy's Spring dress collection on Oct. 23, 24, 30, 31, Nov. 6, 7 at 1:00 P.M. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 23 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION Junior fashions, designed by Anne Klein. Daily except Mondays and Fridays at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 23 2:30 P.M. Cocktails	PREVIEW: SPRING JUNIOR DRESSES For press and resident buyers, by invitation. Beginning Oct. 24-Nov. 1, Mon., Tues., Wed., at 2:30. Publ.: Jeanette Gottlieb, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 23 7:00 P.M. Dinner	ANNUAL AWARD DINNER AND FASHION SHOW Annual fashion show and award dinner in honor of Mr. Adam L. Gimbel, President, Saks Fifth Avenue; and the 1962 Textile Award will be received by Mr. M.K. Ryan, Jr., for E.I. Du Pont de Nemours Co. Honorary Chmn.: Jessica Daves, Laura Johnson, Frank Leslie. Reservations: WI. 7-0324.	N.Y. FASHION DESIGNERS, INC. (1457 BROADWAY)	HOTEL AMERICANA ROYAL BALLROOM
Wednesday Oct. 24 12:30 P.M. Luncheon	OPENING OF SPRING COLLECTION Gothé's Spring collection of cocktail and evening fashions Oct. 24, 25, 26, 29, Nov. 1 at 12:30. Showing at 1:15 P.M. By reservation only. Contact: Lucile Gordon, LO. 5-2727.	GOthe (DAVID E. GOTTLIEB)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 24 5:00 P.M. Cocktails	PREVIEW OF SPRING COLLECTION Showing for press only. Show at 6:00 P.M. By invitation. Thereafter, Oct. 25, 26, 29, 30, 31, Nov. 5, 6, 7, 12 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

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Wednesday Oct. 24 6:00 P.M.- 8:00 P.M. Cocktails	RECEPTION TO MEET MONSIEUR GUY LAROCHE Madame Helena Rubinstein will invite the press to a reception to meet M. Guy Laroche; and also M. Jacques Cousty, style director of the Helena Rubinstein Paris Salon de Coiffure. (Note Change Of Date, Time, and Place.) By invitation. Contact: Ann Walsh, EL. 5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE
Thursday Oct. 25 3:30 P.M. Cocktails	SELECTION OF WINNERS AT PRESS PARTY Press party to award prizes and select winners from three divisions of the Young Stylemakers Contest. Show at 4:00 P.M. By invitation. Publicity: Jack Lauder at Young & Rubicam Inc., MU. 9-5000.	SINGER SEWING MACHINE COMPANY	HOTEL PLAZA BALLROOM
Thursday Oct. 25 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION Vera Maxwell's Spring collection. For the press, by invitation. Trade, beginning Tues., Oct. 30, and thereafter Tues., Wed., Thurs., at 12:00 Noon. By appointment. Contact: Judith Morrell, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday Oct. 25 4:30 P.M.- 6:30 P.M. Champagne	PRESS PREVIEW: NEW SHOWROOMS AND OFFICES Jacqueline Cochran Cosmetics will unveil new showrooms and executive offices to the press. Miss Cochran, and Andrew A. Lynn, President, will officiate at informal reception. By invitation. Contact: Jody Donohue, Edward Gottlieb & Assoc., JU. 2-7540.	JACQUELINE COCHRAN COSMETICS	630 FIFTH AVENUE SUITE 3570
Friday Oct. 26 8:00 P.M.	ELEVENTH ANNUAL "APRIL IN PARIS" BALL Tribute to racing stables of France and U.S. Fashions by Guy Laroche. Entertainment by Harry Belafonte. Chief beneficiaries: French Hospital in N.Y. and American French Foundation Charities, including Nat'l Museum of Racing in Saratoga. Reservations: \$150.00. Contact: Miss Jermyn Davern or C.C. Philippe, LT. 1-6200, Ext. 14. Publicity: Gus Ober at Marianne Strong Assoc., RE. 7-6633.	AMERICAN FRENCH FOUNDATION (1540 B'WAY)	AMERICANA HOTEL IMPERIAL BALLROOM
Oct. 28	DAYLIGHT SAVING TIME ENDS--Move Clocks Back One Hour.		
Oct. 29	MACY'S RELEASE DATE--Horse Show Fashions. (No Press Preview)		
Monday Oct. 29- Nov. 16 9:00 A.M.- 5:00 P.M.	SPRING FORECAST FROM FEBRUARY ISSUE Complete showing and visual display of fashion and promotion plans from Seventeen's February "Spring Semester" issue. For store and buying office executives only, by appointment. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	320 PARK AVENUE SHOWROOM - 8TH FLOOR
Monday Oct. 29 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Herbert Sondheim's Spring collection, designed by Sara Ripault. By in- vitation. Thereafter, Oct. 30, 31, Nov. 1, 6, 7, 8, 13 at 10:30 A.M. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, LT. 1-8024.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday Oct. 29 10:30 A.M.; 11:30 A.M.	OPENING OF SPRING COLLECTIONS Showings--Leonard Arkin at 10:30; Andrew Arkin at 11:30, Oct. 29, 31, Nov. 5, 7. Contact: Miss Brigitte, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 29 11:30 A.M.	SPRING COAT AND SUIT COLLECTION Arthur Jablow's collection, designed by David Kidd. Preview by invitation. Thereafter at 11:30 A.M., Oct. 31, Nov. 6, 8, 12, by appointment. Contact: LA. 4-3404. Publicity: Ruth Hammer Assoc., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 29 12:00 Noon	OPENING OF SPRING COLLECTION Paul Blumenstein's Spring collection, by reservation. Continuous daily thereafter. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Oct. 29 12:00 Noon	RESORT AND SPRING COLLECTION Harold Levine's Resort and Spring collection, designed by Don Breitingner, Oct. 29, 31, Nov. 5, 7 at 12:00 Noon. By reservation. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Oct. 29 2:30 P.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring collection. By invitation. Thereafter, at 11:30 A.M., Oct. 30, Nov. 1, 5, 7, 13. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday Oct. 29 3:00 P.M.	OPENING: SPRING JUNIOR COLLECTION Junior Accent's Spring collection, designed by Frank Adams; also showing Tues., Oct. 30 at 11:00. By invitation. Thereafter, continuous daily. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Oct. 29 4:00 P.M.	PRESS PREVIEW OF SKI FASHIONS Preview of Bergdorf Goodman's ski fashions, for the press. By invitation. (For Release, Tues., Oct. 30.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR MISS BERGDORF
Monday Oct. 29 4:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION Spring preview at 4:00 P.M. By reservation. Thereafter Oct. 31, Nov. 1, 6, 7 at 2:30 P.M. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 29 4:00 P.M.	OPENING OF SPRING COLLECTION Showings Oct. 29, 30, 31, Nov. 5, 6, 7 at 4:00 P.M. By reservation. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Monday Oct. 29	OPENING OF SPRING COLLECTION Continuous showings of Spring dresses and costumes, designed by Miguel Dorian. Contact: CH. 4-2270.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday Oct. 29- Nov. 12	SPRING CALIFORNIA FASHIONS IN NEW YORK By appointment. Contact: Gene Roberts, 9024 Burton Way, Beverly Hills, TREmont 8-0540; after Oct. 29, CI. 7-2200.	ERNST STRAUSS, INC. BY MONICA	HOTEL GOTHAM
Beginning Monday Oct. 29	OPENING OF SPRING COLLECTION Continuous showings of Spring afternoon and cocktail dresses, designed by Evie Maxime. Contact: WI. 7-5374.	EVIE MAXIME, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 30 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION By invitation. Showings at 10:00 A.M., Oct. 31, Nov. 6, 8, 14. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 30 10:30 A.M.	OPENING: COMPLETE SPRING COLLECTION Thereafter, daily showings at 10:30 A.M., except Mondays. By appointment. Contact: Sam Cohn, LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Oct. 30 11:30 A.M.	PRESS PREVIEW: SPRING COLLECTION Preview by invitation. Thereafter Oct. 31, Nov. 1, 6, 7, 8 at 11:30. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 30 12:00 Noon	PRESS PREVIEW: SPRING COLLECTION By invitation. Thereafter at 12:00 Noon, Nov. 1, 2, 5, 6, 7, 8. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 30 12:00 Noon	RESORT-HOLIDAY AND SPRING COLLECTION Mollie Parnis' Resort-Holiday and Spring collection, Oct. 30, 31, Nov. 6, 7 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 30 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new coat collection, showing at 12:00 Noon, Oct. 30, 31, Nov. 1, 6, 7, 8, 14, followed by luncheon. By invitation. Contact: Bill Goldstein, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday Oct. 30 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS "Flight To Fall Fashions By Air France"--Fur fashions by Ben Kahn. Shoes-- Fiorentina. Gloves--Kislav. Gift--Monet. Door Prize--Georg Jensen. Cabochard perfume by Gres, presented to each guest. Press by invitation. Public by reservation--\$4.75; contact:"Headwaiter," EL. 5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	BEN KAHN FURS (150 WEST 30TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Oct. 30 1:15 P.M.	OPENING OF SPRING COLLECTION Oleg Cassini's Spring fashions; also introducing new collection of petites, at new showroom, Oct. 30, 31, Nov. 6, 7 at 1:15 P.M. By reservation. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Oct. 30 2:30 P.M.	OPENING OF SPRING COLLECTION Maurice Rentner's Spring collection, designed by Bill Blass. Showing Oct. 31, Nov. 1, 6, 7, 8, 13, 15 at 2:30. Press showing, Monday, Nov. 5 at 3:00 P.M. By reservation. Publicity: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Oct. 30 2:30 P.M.	OPENING: SPRING COLLECTION Showings at 2:30 P.M., Oct. 30, 31, Nov. 1, 6, 7, 8. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 30 3:00 P.M.	OPENING: SPRING DRESS COLLECTION Showings Oct. 30 and Nov. 6 at 3:00 P.M. Contact: WI. 7-5324.	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Oct. 30 4:00 P.M.	PREVIEW: SPRING- SUMMER RAINWEAR Lawrence of London's couture rainwear collection for Spring-Summer. By invitation. Showings thereafter, by reservation, Nov. 1, 5, 7, 8, 11 at 4:00 P.M. Contact: Norman Lawrence, CH. 4-3815. Publicity: Mathews-Latham, 128 East 37th Street, MU. 5-7907.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 30 4:00 P.M.	OPENING: RESORT AND SPRING COLLECTION Martier-Raymond's Resort and Spring collection Oct. 30, Nov. 6, 8 at 4:00. By reservation. Contact: Jack Bernstein, PL. 3-0020 or PL. 3-0697.	MARTIER-RAYMOND	13 WEST 57TH STREET SALON - 2ND FLOOR
Tuesday Oct. 30 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF SPRING-SUMMER FABRICS A.P. Silk's Sixth Annual Cherry Blossom Festival, featuring the "Marco Polo Silk Collection," the result of a million mile quest for fashion. By invitation. Presentation will be on display through November. Publicity: Ken R. Williams, WI. 7-4471.	A.P. SILK CO.	1412 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday Oct. 30 5:00 P.M. Cocktails	PRESS PREVIEW: CRUISE- SPRING COLLECTION Bud Kilpatrick will present his Cruise and Spring collection. <u>Showing at 6:00 P.M.</u> By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK	HOTEL PLAZA WHITE AND GOLD SUITE
Tuesday Oct. 30- Nov. 6	SEVENTY-NINTH ANNUAL NATIONAL HORSE SHOW Public Relations: Bill Bryan, 10 West 45th Street, YU. 6-8988.	NAT'L HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH ST.
Oct. 31	GIMBELS RELEASE DATE--Holiday collection. (No Show)		
Wednesday Oct. 31 10:30 A.M.	OPENING OF SPRING COLLECTION Showings of Spring collection, designed by Wilson Folmar, Oct. 31, Nov. 1, 5, 6, 7, 8 at 10:30 A.M. By appointment. Contact: Marta Schreiber or Myra de Francesca, IA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Oct. 31 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan's dresses and ensembles for daytime and late-day (<u>luncheon, by invitation, at 12:30 P.M.</u>). Thereafter Nov. 5, 7, 13 at 1:15 P.M. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 31 2:00 P.M.	OPENING: SPRING COATS AND SUITS Harry Frechtel's Spring collection of coats and suits, Oct. 31, Nov. 6, 8, 13, 15 at 2:00 P.M. Contact: Jo MacLeod, PE. 6-1310.	HARRY FRECHTEL, INC.	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Wednesday Oct. 31 2:30 P.M.	OPENING OF SPRING COLLECTION Spring collection at 2:30 P.M., Oct. 31, Nov. 6, 8, 14. By invitation. Contact: Muriel Morris or Joanne Jaap, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 31 4:00 P.M.	PREVIEW OF SPRING JUNIOR DRESSES Designed by Betty Carol. Also showing Thurs., Nov. 1 at 4:00 P.M. By reservation. Contact: Betty Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 31 4:00 P.M. Cocktails	PRESS PREVIEW: ITALIAN SWEATERS Press preview of Italian sweater collection for Spring. By invitation. Continuous thereafter at showroom, 1407 Broadway. Contact: BR. 9-8763. Publicity: Ken R. Williams, WI. 7-4471.	FAMELIA OF FLORENCE, ITALY	500 CLUB 500 SEVENTH AVENUE
Wednesday Oct. 31 5:00 P.M. Cocktails	CALIFORNIA FASHIONS IN NEW YORK Preview of Spring ready-to-wear collection, designed by Jean Louis. By invitation. Publicity: Eleanor Lambert, 32 East 57th St., MU. 8-2130.	JEAN LOUIS OF CALIFORNIA	HOTEL PLAZA
Thursday Nov. 1 10:00 A.M.	PREVIEW OF SPRING COATS AND SUITS Couture Spring and Holiday coats, suits, and costumes, designed by Molly for Jack Sarnoff. By invitation. Thereafter Nov. 5, 8, 12, 14 at 10:00. By appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday Nov. 1 10:00 A.M.	PREVIEW: SPRING COATS AND SUITS Special preview for press and buyers. By invitation. Thereafter Nov. 6, 7, 8, 13, 14, 15 at 10:00 A.M. Contact: Herbert Gallant, IA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Nov. 1 10:30 A.M.	OPENING OF SPRING COLLECTION Rudolf's Spring collection Nov. 1, 6, 7, 8 at 10:30. Contact: Jean Palitz, WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Nov. 1 2:00 P.M.	OPENING: SPRING COAT COLLECTION Showing of Originala's Spring coat collection, Nov. 1, 2, 5, 7, 13 at 2:00 P.M. By appointment. Contact: Mr. Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Thursday Nov. 1 2:30 P.M.	PREVIEW OF SPRING COLLECTION One showing only of Mort Schrader's Spring collection. By invitation. Publicity: Betty Yarmon, IO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Nov. 1 2:30 P.M.	OPENING: SPRING COLLECTION Showings Nov. 1, 2, 6, 7 at 2:30 P.M. By invitation. Contact: Estelle Marr, IO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Nov. 1 4:00 P.M.	PRESS PREVIEW: SPRING COLLECTION Jane Derby's Spring collection. By invitation. Thereafter, Nov. 5, 7, 9, 13, 15 at 10:30 A.M. By appointment. Contact: Mabel Glemby, IA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Nov. 5	PRESS SHOWING OF MAURICE RENINER'S SPRING COLLECTION AT 3:00 P.M.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 5 4:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION By invitation. Thereafter Nov. 7, 9, 13, 15 at 10:30. Contact: JU.2-2317.	MONTE SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Nov. 6	ELECTION DAY--Tuesday		
Tuesday Nov. 6 10:00 A.M.	PRESS PREVIEW OF SKI COLLECTION Gimbels will preview their ski collection. By invitation. (<u>For Release, Wed., Nov. 7.</u>) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Tuesday Nov. 6 10:30 A.M.	OPENING OF SPRING COLLECTION Showings on Nov. 6, 8, 13, 15 at 10:30 A.M. By reservation. Contact: Sally Wolf, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Nov. 6 12:00 Noon	OPENING: SPRING COLLECTION Talmack's Spring collection, designed by John Moore, Nov. 6 and 8 at 12:00 Noon. By reservation. Contact: Lee Pine, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Nov. 7 2:30 P.M.	OPENING OF SPRING COLLECTION Sam Friedlander's Spring collection, designed by Bob Bugnand at two showings, Nov. 7 and 8 at 2:30. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Nov. 7 4:00 P.M. Cocktails	PREVIEW: SPRING COAT COLLECTION Preview of Spring coat collection. Commentator: Mia Grau. By invitation. Continuous daily thereafter at showroom, 230 West 39th Street, 12th floor. Contact: Phyllis Schorr, LO. 4-6886.	BATALDI (BAITCH & CASTALDI)	500 CLUB 500 SEVENTH AVENUE
Wednesday Nov. 7 4:30 P.M. Cocktails	FASHIONS FOR CHILDREN: SPRING-SUMMER '63 "The Du Pont Sampler"--preview of fashions in Du Pont fibers from the children's wear market. Show at 5:15 P.M. For press and retail trade, by invitation. Contact: (Trade) Ethel Radon, Ext. 484; (Press) Blanche Gaillard, LO. 3-6400, Ext. 309.	DU PONT COMPANY	SHERATON-EAST HOTEL BALLROOM
Sunday Nov. 11- Nov. 17	NATIONAL PRESS WEEK IN CALIFORNIA Twelfth annual National Press Week in California. Contact: William T. Maxfield, Exec. Dir., C.F.C., 740 South Broadway, Los Angeles, California.	CALIFORNIA FASHION CREATORS	BEVERLY WILSHIRE HOTEL LOS ANGELES, CAL.
Friday Nov. 16 9:00 A.M.& 12:00 Noon	READY-TO-WEAR LUNCHEON MEETING Breakfast at 9:00 A.M.; luncheon at 12:00 Noon. (Price and more details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL IMPERIAL BALLROOM
Monday Nov. 19 8:00 P.M. Supper- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE Fifteenth annual "Party Of The Year" for benefit of Costume Institute--Metropolitan Museum of Art. Museum pageant and entertainment. Chmn.: James S. Schoff, President, Bloomingdale's. Co-chmn.: Melvin E. Dawley and Adam Gimbel. Reservations: \$100 each. Contact: Costume Institute, TR. 9-5500, Ext. 381.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	AMERICANA HOTEL 52ND ST. & 7TH AVE.

